

1 **ABSTRACT OF THE DISCLOSURE UNDER 37 C.F.R. §1.72(b)**

2 A method and apparatus for presenting variable pop-up windows of ancillary
3 information in television programming. Multiple instances of ancillary information
4 is transmitted to a set-top box in association with segments of programming
5 content. The set-top box selects a different set of ancillary information for display
6 in a pop-up window whenever the content is presented. In one embodiment, a
7 different set of ancillary information is presented according to the number of times
8 the programming is presented. In another embodiment, ancillary information is
9 selected using a randomizing algorithm.
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